



SoundExchange Outreach Efforts

What is SoundExchange?

When sound recordings are played on certain digital services, such as satellite radio, Internet radio, cable TV channels, or streamed as background music in some restaurants or stores, the artist who performed on that recording earns a royalty. So does the copyright owner, which may be a label, or an independent artist who owns his own masters. SoundExchange is the independent nonprofit performance rights organization that has been appointed under federal law to collect and distribute those royalties.

Outreach Overview:

Our goal is to get artists and labels paid the performance royalties they've earned and deserve. We do everything in our power to educate artists about SoundExchange's work and get them signed up. In 2016 alone, we paid out \$884 million in digital performance royalties – we're proud of that along with our mission to support, protect and propel the music industry forward.

Direct Outreach

Part of our industry relations team's job is to contact recording artists and record labels to tell them we have money for them. The team uses postal mail, email, phone calls, social media, and agent/management contacts to attempt to reach specific artists who are unregistered, and whose money is waiting for them.

Online Outreach

SoundExchange engages in massive campaigns to educate the music industry about all that we do. The efforts include dozens of news articles on unclaimed funds, collaborative matching exercises with other organizations, targeted content like "The Top Ten Reasons Artists Don't Register with SoundExchange," and social media outreach to help raise awareness and register artists and record labels who haven't yet claimed their royalties.



Conference & Event Outreach

SoundExchange is reaching artists in person too: From sponsorships to panel discussions to standing in artists' lounges with clipboards, we're at dozens of conferences and festivals to educate, build relationships and register artists and labels one-on-one.

Industry Partner Outreach

SoundExchange also regularly matches its lists of unregistered artists and labels against organizations who keep contact information for such creators. Past industry partners include ASCAP, BandPage, CDBaby, MySpace, ReverbNation, and more than 150 others. (Fewer than 10% register after the first contact which is why we connect with individuals in so many different ways) SoundExchange and the matching partner collaborate to notify those recording artists and/or sound recording rights owners who have been identified as having royalties awaiting collection at SoundExchange via e-mail and/or mail.

In-Person Educational Outreach

Through on-going series of meetings known as "SoundExchange On Tour" the industry relations team informs, enlightens and educates members of the music industry on what SoundExchange does to help the music and the creative community thrive in the digital age.

Marketing Campaign Efforts & Outreach

On first impression, we often hear that SoundExchange royalties sound too good to be true. Understandable, but we go to great lengths to get artists and labels to register. This work includes the strategic placement of ads in print and online news outlets.

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